

THE WINNER EFFECT



www.thewinnereffect.com

@ihrobertson

Haplochromis burtoni – The Cichlid Fish

The Mystery Of the Cichlid Fish





- L
- A
- N
- F
- F
- N



Napolina



PEELED PLUM
TOMATOES

in a rich tomato juice



PRODOTTO IN ITALIA





"PRESUMPTION OF INNOCENCE"

TYSON

VS

MATHIS

SATURDAY, DECEMBER 1

THE CORESTATES SPECTRUM IN PHILADELPHIA

TICKETS: \$500, \$400, \$300, \$200, \$100, \$25 DOORS OPEN: 4 P.M.

Tickets are available at all Ticketmaster locations.

To purchase by phone, call Ticketmaster at 215-336-2000

SENSATIONAL WORLD CHAMPIONSHIP CO-FEATURES

"Terrible" Terry Norris, WBC Champ vs. Paul Vaden, IBF Jr. Middleweight Champ • Title Unification
Carl Daniels, WBA Jr. Middleweight Champ vs. Julio Cesar Vasquez, Former WBA Champ
Tony Tucker, Former Heavyweight Champ vs. Henry Akinwande, #4 Contender • Elimination Bout



HEAVYWEIGHT CHAMPIONSHIP OF THE WORLD



25TH FEBRUARY 1988
LAS VEGAS NEVADA U.S.A.



THE WINNER EFFECT

Tomato Cans – *aka* The Winner Effect

- Across species, the probability of winning a fight against a strong opponent is increased by previous victories against weaker opponents.
- Boxing promoters have known this for centuries – hence the need for ‘tomato cans’ like McNeely and Mathis jr.
- But how?

Secret of Success?

SUCCESS

(Tip 1 - Contrive
Small Successes)





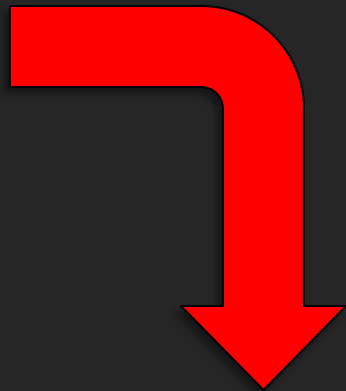




TESTOSTERONE

TESTOSTERONE

Testosterone



Dopamine



Trading desk.
Endogenous steroids and financial risk taking on a London trading floor



Coates J M, Herbert J PNAS 2008;105:6167-6172

(Tip 2 – Fake Power)



(Tip 3 – Men Wear Red)



POWER

What is Power?

Having control over things which other people want, need or fear

Every one here has power

How much do I need it?

Largely unconscious – you may have to ask your colleagues or your family.

"The fundamental concept in social science is Power, in the same sense in which Energy is the fundamental concept in physics."

Bertrand Russell, "The Impulse To Power"



Can any of you think of a boss in
whom power went to his or her
head?

Did these apply to your boss?

- Pushy?
- Selfish?
- Likes having impact on underlings by
 - Shocking them
 - Surprising them
 - Frightening them
 - Making them grateful
- Sees other in terms of their usefulness
- Tunnel vision
- Sexually primed

Or these...

- Hypocritical, applying different standards to themselves than to others
- Difficulty in seeing other points of view
- Disinhibited – eg insensitive, would-be jokey comments
- Bullying

Or these..?

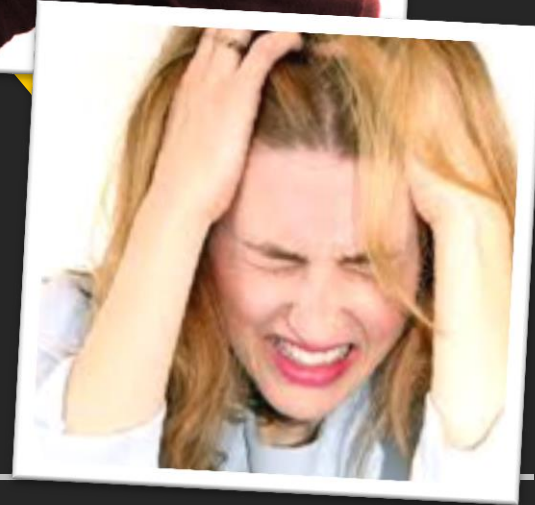
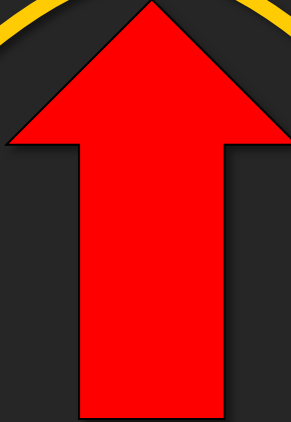
- STRATEGIC VISION, SEEING THE WOOD BETTER THAN THE TREES
- DECISIVE, GOAL-FOCUSSED
- APPETITE FOR RISK
- HANDLED STRESS WELL
- SMART
- UPBEAT
- BOLD, INSPIRING



The brain has several Goldilocks Zones

Quality of Performance

Optimal level



Level of Arousal

(Tip 4 – Try to find the
Goldilocks Zone between
Jaded and stressed)

The brain has several Goldilocks Zones

Optimal Power Activation

Under powered

Over-powered



Power-Related Dopamine Act



The Double-Edged Sword of Power and Leadership

Leadership is stressful

Power is a stress-reducer and an anti-depressant

Power can distort thinking, emotion and behaviour.

How, when and why?



(Tip 5 – Monitor how power
is affecting even your most
minor powerholder)

The Killer Instinct

- CAN YOU THINK OF SOMEONE WHO WILL ALWAYS PRESS HOME TO WIN?
- CAN YOU THINK OF SOMEONE WHO SEEMS TO BE WINNING BUT SEEMS TO LACK FINISH AND END UP LOSING?
- WHY?



**THE KILLER INSTINCT AND POWER
NEED**

The Need for Power

- ONE OF THREE BASIC MOTIVATIONS
 - AFFILIATION
 - ACHIEVEMENT
 - POWER
- LARGELY UNCONSCIOUS
 - ASK OUR COLLEAGUES OR FAMILY
 - ANALYSIS OF OUR LANGUAGE
 - IMPACT, REPUTATION, CONTROL



**THE KILLER INSTINCT AND POWER
NEED**

The Appetite for Dominance

- LOSING IS STRESSFUL FOR HIGH POWER NEED INDIVIDUALS
- WINNING IS STRESSFUL FOR LOW POWER NEED PEOPLE

(Tip 6 – It's ok not to want to be number 1

- some people make brilliant second-in-commands but terrible leaders)



(Tip 7 – Use the Home
Advantage wherever
possible)



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WHY?.....





Postscript – P Power Versus S Power

- P POWER WITHOUT SOME S POWER – MORE TESTOSTERONE WHEN WIN, MAINTAINED FOR LONGER
- GEORGE W BUSH AND BARACK OBAMA BOTH HIGH ON NEED FOR POWER, BUT BARACK HAD HIGH LEVELS OF S POWER WHICH BUSH LACKED.
- IN SIMULATED CUBAN MISSILE CRISIS DECISION MAKING, HIGH P-POWER PARTICIPANTS MORE LIKELY TO ESCALATE QUICKLY WITH DECISION WHICH WOULD HAVE LED TO NUCLEAR WAR.



THE WINNER EFFECT

THE NEUROSCIENCE OF
SUCCESS AND FAILURE

IAN H. ROBERTSON

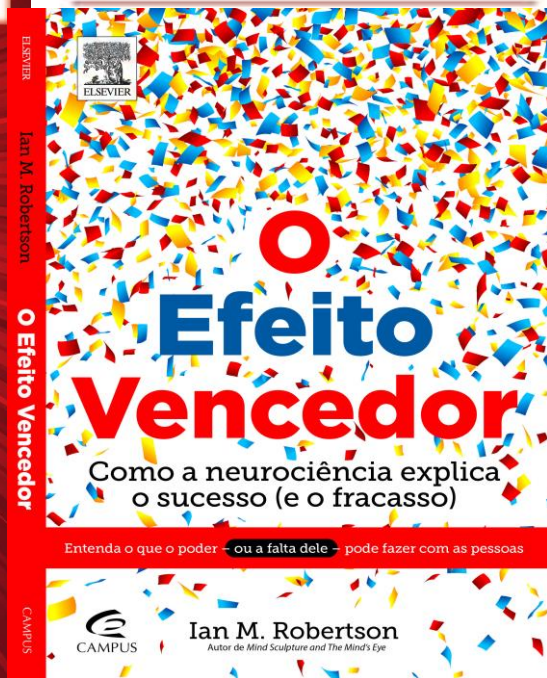
Ian H. Robertson

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